

Lesson 6.1 Understanding Consumer Behavior

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

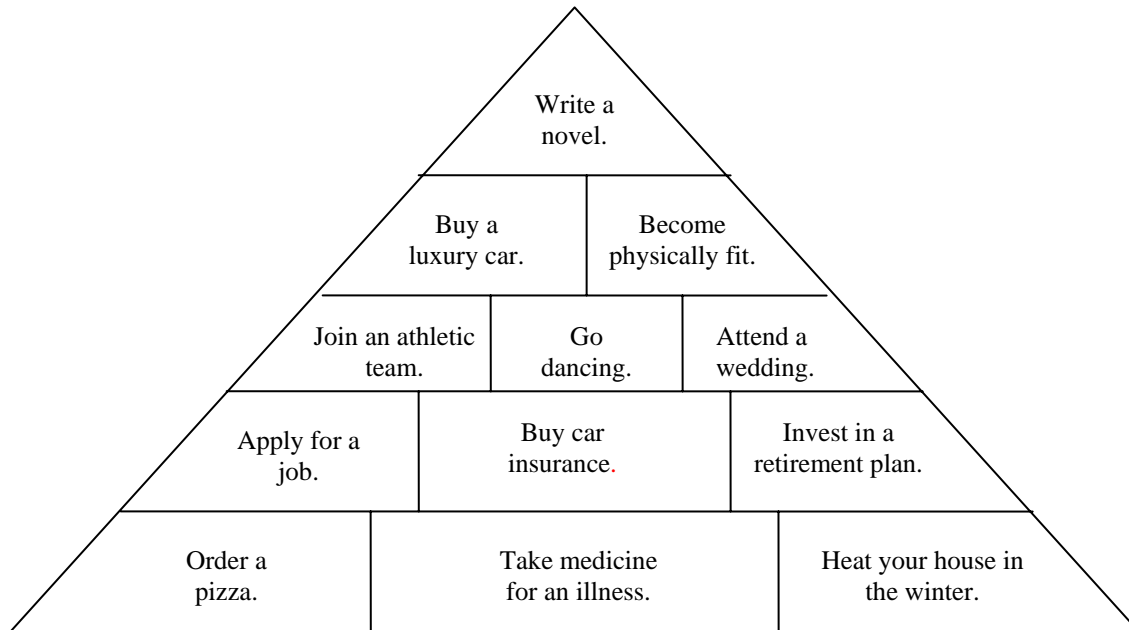
- T 1. A business cannot implement the marketing concept without understanding customers.
- F 2. A final consumer buys goods and services to produce and market other goods and services or for resale.
- F 3. A need is an unfulfilled desire
- F 4. The hierarchy of needs was developed by Isaac Newton.
- F 5. Meeting your physiological needs is optional.
- T 6. One product can fill more than one need.
- T 7. Consumers are at different levels on the hierarchy of needs.
- F 8. There are seven levels in the hierarchy of needs.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- C 9. Which of the following is a part of consumer behavior?
 - A. how a competitor prices its products
 - B. the design of a marketing research study
 - C. factors that influence how people purchase and use products and services
 - D. all are correct
- D 10. A final consumer might purchase a product for all of the following reasons *except*
 - A. for personal use
 - B. at the request of family members
 - C. to use for a hobby or personal interest
 - D. for use in a part-time business
- D 11. The first level in the hierarchy of needs is
 - A. security
 - B. esteem
 - C. social
 - D. physiological
- B 12. Gaining respect and recognition from others satisfies
 - A. security needs
 - B. esteem needs
 - C. self-actualization needs
 - D. all of the above

Activity 1 • Hierarchy of Needs

Directions: Place the listed items on the correct level of the hierarchy of needs, matching each item to the type of need it satisfies.



Buy a luxury car.
Attend a wedding.
Take medicine for an illness.
Go dancing.

Join an athletic team.
Buy car insurance.
Write a novel.
Become more physically fit.

Invest in a retirement plan.
Order a pizza.
Apply for a job.
Heat your house in the winter.

Activity 2 • How Is It Used

Directions: Identify a specific use for each of the items listed below and determine if the purchaser would be a final consumer or business consumer.

	Product	Product Use	Consumer Type
1.	Diamond	<i>Answers will vary.</i>	<i>Answers will vary.</i>
2.	Furniture polish		
3.	Textbook		
4.	Potatoes		
5.	Light bulb		
6.	Desk chair		

Lesson 6.2 What Motivates Buyers?

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Advertisers can use fear effectively to motivate customers to buy some products and services.
- F 2. Businesses have discovered that emotional motives are not very strong and seldom influence consumer behavior.
- F 3. Loyalty is a rational motive.
- F 4. Business people are more likely than final consumers to base purchases on patronage motives.
- F 5. Consumers go through six steps when making a purchasing decision.
- T 6. The first step in making a decision is recognizing a need, desire, or problem.
- T 7. Businesses that pay attention to post-purchase behavior are more likely to develop loyal customers.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- A 8. Reasons to purchase based on feelings, beliefs, or attitudes are
 - A. emotional motives
 - B. rational motives
 - C. personal motives
 - D. ethical motives
- C 9. If you shop in the same store time after time, your motivation for choosing the business is
 - A. emotional
 - B. rational
 - C. patronage
 - D. repetitive
- C 10. An important part in the first step of the consumer decision-making process is
 - A. gathering information about alternative solutions
 - B. determining if you have adequate information to make a decision
 - C. determining the strength of the need and the urgency to satisfy the need
 - D. realizing whether a product provides a solution to a problem
- D 11. Consumers evaluate their satisfaction with a product
 - A. just before they purchase the product
 - B. when they compare alternative products
 - C. when the need is recognized
 - D. after the product has been purchased

Activity 1 • Changing Culture

Directions: Using resources from your school or public library and interviews with older family members or friends, research important changes in our culture that have occurred in the past 50 years. (Do not use the Internet for this activity). Choose at least six cultural changes that have occurred and determine how marketers have responded to these changes with new or improved products or services. You may want to focus your study on a specific cultural group.

The answers will vary. Example answers are given.

1. More interest in leisure activities, personal fitness, and recreation

Response: Marketers have the opportunity to promote products such as resorts, vacation trips, RVs, fitness centers, and sports equipment.

2. More women in the workforce

Response: Marketers have the opportunity to introduce products such as comfortable dress shoes, office apparel, and time-saving appliances. Because of more working women, there has also been a growth in service industries, such as lawn care, housecleaning, and redecorating.

3. Growth of ethnic and racial population groups

Response: Marketers have the opportunity to market new and specific products to groups that have previously been ignored or considered part of a larger segment. Examples would be the Hispanic market, the African-American market, and the Asian-American market.

4. Emphasis on nutrition and health

Response: Marketers have the opportunity to market products that are low in cholesterol, fat, and calories. Development of new prescription and non-prescription drugs. More health services.

5. Increased threats to personal safety and security

Response: Marketers have the opportunity to market such products as home security systems, car security systems, personal weapons, and self-defense courses.

6. Aging population

Response: Marketers have the opportunity to market such products as mobility devices, retirement communities, long-term care, and financial planning.

Lesson 6.3 Influencing Consumer Decisions

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Personal identity is the characteristics and character that make a person unique.
- F 2. Personality is the way a person lives as reflected by material goods, activities, and relationships.
- F 3. Because people are healthier and living longer, a person's age no longer has much influence on consumer behavior.
- T 4. Your school is a part of your social environment.
- T 5. Marketing based on appealing to an important reference group of a target market is usually effective.
- F 6. The three types of decision making are routine, extensive, and continuous.
- T 7. Marketers try to encourage brand loyalty.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- B 8. A set of beliefs or attitudes that are passed on from generation to generation are
 - A. personality characteristics
 - B. culture
 - C. social class
 - D. reference group
- C 9. Your reference group has an important influence on
 - A. the money you have available for purchases
 - B. where you live
 - C. much of your behavior and image
 - D. all of the above
- C 10. When consumers methodically go through all of the steps in decision making, they are using
 - A. limited decision making
 - B. routine decision making
 - C. extensive decision making
 - D. objective decision making
- A 11. The appropriate role of marketers in consumer decision making is to
 - A. match their products and services to the needs and expectations of customers
 - B. use promotion to change consumer decision making
 - C. assume that all consumers use extensive decision making
 - D. find consumers who are brand loyal

Activity 1 • Political Marketing

Directions: As the media specialist for a presidential candidate, your research indicates that many people base their choice of candidates on emotional reasons. In this election, the economy is weak and many people are worried about their jobs and income. In addition, people want a president they can trust and who is an effective communicator. Based on this information, what advice would you give to your candidate about buying (voting) motives and how to use the steps in the decision-making process to win the election?

Answers will vary. The following are suggested answers.

Buying Motives: The majority of voters will emphasize emotional motives more than rational motives. They will be concerned about their future and that of their family members including their economic well-being. They want to reduce the anxiety of an uncertain future.

Decision-making process:

Need Recognition: Conduct research with voters to determine their most important concerns and problems as well as what they expect from a president. Communicate to voters the importance of making the right choice when they vote for the next president.

Information Search: Use clear understandable communications in media that voters use and trust. Use reference groups and others whom voters respect to provide information.

Alternative Evaluation: Communicate comparison of candidates and programs based on the personal and emotional factors important to voters.

Purchase: Make sure citizens are registered to vote and actually vote on election day for your candidate.

Postpurchase Evaluation: Continue communication with constituents after the election to demonstrate the new president is working hard to help them with the problems they face. Communicate regularly with citizens and use research to make sure they maintain confidence and trust in the administration.

Activity 2 • Determining the Types of Decisions

Directions: Classify the following products as either requiring routine, limited, or extensive decision making and indicate a reason why you made the selection.

1. Light bulbs: Routine to limited

Reason: There are a variety of bulbs, including energy-saving and soft light, for many personal and business uses.

2. Financial planning services: Extensive

Reason: The customer must rely on professional advice for financial security and, so, must carefully consider the reputation and experience of the financial planning advisor or company.

3. Rental car: Routine to limited

Reason: The customer may be brand loyal or have a coupon or discount. Differences in price, brands, and services may require some information gathering.